

Please Amend Claims 1-11 and add new Claims 12-18 as follows:

1. (Currently Amended) A reflector comprising a plurality of concave parts having light reflectivity formed one of on a metal film formed on a base material ~~or~~and on a surface of the base material,

wherein an inner surface of ~~the~~each concave part is ~~formed of a surface that~~has a peripheral curved surface ~~being in which~~ a part of aspheric surface is continued to a plane at a position surrounded by the peripheral curved surface,

each of the plurality of the concave parts has a specified longitudinal section passing through a deepest point of the particular concave part,

~~a form of~~ an inner surface of the specified longitudinal section is ~~formed of~~contains a first curve from one peripheral part of the particular concave part to ~~a~~the deepest point thereof, a second curve from the deepest point of the particular concave part to a first straight line ~~continuously to the first curve, the first straight line to a third curve continuously to the second curve, and the third curve to an other peripheral part continuously to the first straight line,~~

a curvature radius of the second curve is greater than a curvature radius of the first curve, and

curvature radii of the second curve and the third curve are equal.

2. (Currently Amended) A reflector comprising a plurality of concave parts having light reflectivity formed one of on a metal film formed on a base material ~~or~~and on a surface of the base material,

wherein an inner surface of ~~the~~each concave part is ~~formed of a surface that~~has a peripheral curved surface ~~being in which~~ a part of spherical surface is continued to a plane at a position surrounded by the peripheral curved surface,

each of the plurality of the concave parts has a specified longitudinal section passing through a deepest point of the particular concave part,

~~a form of~~ an inner surface of the specified longitudinal section is ~~formed of~~ contains a first curve from one peripheral part of the particular concave part through ~~a~~ the deepest point thereof to a first straight line, the first straight line to a second curve ~~continuously to the first curve~~, and the second curve to an other peripheral part ~~continuously to the first straight line~~, and curvature radii of the first curve and the second curve are equal.

3. (Currently Amended) The reflector according to claim 1 ~~or~~ 2, wherein ~~the form of~~ the plane is one of a rectangular shape ~~or~~ and arc shape seen in plan.

4. (Currently Amended) The reflector according to claim 1 ~~or~~ 2, wherein the plane is formed inside the concave parts so as to be linesymmetric to an line passing through the specified longitudinal section.

5. (Currently Amended) The reflector according to claim 1 ~~or~~ 2, wherein the plane is formed inside the concave parts so as to be non-linesymmetric to an line passing through the specified longitudinal section.

6. (Currently Amended) The reflector according to claim 1 ~~or~~ 2, wherein a depth of the concave parts is formed irregularly in a range of 0.1 to 3 μm , and a pitch between the adjacent concave parts is disposed irregularly in a range of 2 to 50 μm in the plurality of the concave parts.

7. (Currently Amended) The reflector according to claim 2, wherein the peripheral curved surface ~~being that~~ is a part of the spherical surface is ~~formed to have~~ has a tilt angle distribution in a range of -35 to +35 degrees.

8. (Currently Amended) The reflector according to claim 1 ~~or~~ 2, wherein the reflector has a reflectance distribution asymmetric to a direct reflection angle of incident light, and also has a non-Gaussian distribution type reflectance property where a maximum value of reflectance is in a range of a reflection angle smaller than the direct reflection angle of the incident light.

9. (Currently Amended) The reflector according to claim 8, wherein a profile of a graph illustrating the reflectance distribution of the reflector is stepped, and the maximum value of the reflectance is at ~~the~~a top part of the stepped profile.

10. (Currently Amended) The reflector according to claim 1-~~or~~-2, wherein a thickness of the one of the base material ~~or~~and the metal film of the reflector ranges from 8 to 20 nm.

11. (Currently Amended) A reflective liquid crystal display device comprising a liquid crystal cell in which an electrode and an alignment layer are sequentially disposed on an inner surface of one of substrates from a side of the one of the substrates, and an electrode and an alignment layer are sequentially disposed on an inner surface of the other of the substrates from the other of the substrates, the substrates face each other ~~as~~and sandwich a liquid crystal layer,

wherein the reflector according to claim 1-~~or~~-2 is disposed one of on an outer surface of the one of the substrates ~~or~~and between the one of the substrates and the electrode disposed on the inner surface thereof.

12. (New) The reflector according to claim 2, wherein the plane is one of a rectangular shape and arc shape seen in plan.

13. (New) The reflector according to claim 2, wherein the plane is formed inside the concave parts so as to be linesymmetric to a line passing through the specified longitudinal section.

14. (New) The reflector according to claim 2, wherein the plane is formed inside the concave parts so as to be non-linesymmetric to a line passing through the specified longitudinal section.

15. (New) The reflector according to claim 2, wherein a depth of the concave parts is formed irregularly in a range of 0.1 to 3 μm , and a pitch between the adjacent concave parts is disposed irregularly in a range of 2 to 50 μm in the plurality of the concave parts.

16. (New) The reflector according to claim 2, wherein the reflector has a reflectance distribution asymmetric to a direct reflection angle of incident light, and also has a non-Gaussian distribution type reflectance property where a maximum value of reflectance is in a range of a reflection angle smaller than the direct reflection angle of the incident light.

17. (New) The reflector according to claim 2, wherein a thickness of the one of the base material and the metal film of the reflector ranges from 8 to 20 nm.

18. (New) A reflective liquid crystal display device comprising a liquid crystal cell in which an electrode and an alignment layer are sequentially disposed on an inner surface of one of substrates from a side of the one of the substrates, and an electrode and an alignment layer are sequentially disposed on an inner surface of the other of the substrates from the other of the substrates, the substrates face each other and sandwich a liquid crystal layer,

wherein the reflector according to claim 2 is disposed on one of an outer surface of the one of the substrates and between the one of the substrates and the electrode disposed on the inner surface thereof.